

## Collin College - Continuing Education

### COURSE SYLLABUS

<b>COURSE INFORMATION</b>
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**Course Number:** MRKT 7625

**Course Title:** Digital Brand Management

**Course Description:** Integrate online marketing channels including web, email, mobile and social media platforms to manage online content development and delivery. Understand underlying business models and principles that drive successful marketing and digital media campaigns. Make strategic decisions in content management and brand development through digital media.

**Suggested Course Prerequisite(s):** N/A

**Course Resources:** N/A

**Student Learning Outcomes:**

1. Integrate online marketing channels including web, email, mobile and social media platforms to manage online content development and delivery.
2. Understand underlying business models and principles that drive successful marketing and digital media campaigns.
3. Make strategic decisions in content management and brand development through digital media.

**Certification Notes:** This is certificate series.

**Next course recommendation:** Branding, Logos and Multimedia

**Refund Policy:** Please refer to [www.collin.edu/ce/infoRegistrar.html](http://www.collin.edu/ce/infoRegistrar.html) for our refund policy. No refunds after the start time of the first class.

**Americans with Disabilities Act:** Collin College will adhere to all applicable federal, state and local laws, regulations and guidelines with respect to providing reasonable accommodations as required to afford equal opportunity. It is the student's responsibility to contact the ACCESS office, SCC-D140 or 972.881.5898 (V/TTD: 972.881.5950) to arrange for appropriate accommodations. See the current *Collin Student Handbook* for additional information.

**Course Sessions:** Listed are guidelines to indicate all topics that will be covered during your course. Do not plan your personal calendar based on these sessions. Your instructor will give you a calendar for your class that will indicate specific topics, assignments, and days.

**Lesson Plan – by week or session:**

**Session 1:** Introductions and overview of branding in marketing

**Session 2:** Integrate online marketing channels including web, email, mobile and social media platforms to manage online content development and delivery.

**Session 3:** Understand underlying business models and principles that drive successful marketing and digital media campaigns.

**Session 4:** Make strategic decisions in content management and brand development through digital media.

**Method of Evaluation:** Unless otherwise stated, course completion is evaluated on the basis of attendance. Students must be in attendance 90% of each course in a certificate series for successful completion and to earn a certificate as specified.